

QoD: *How do I move from good to great?*

Taking the 'Goods' and making it great!

Some businesses, groups, organizations and associations seem outrageously successful. Why and how do they succeed? What is it that makes your family, company or organization operate like a well-oiled machine?

Let's list a few key ingredients of the recipe for success. I call this the 'Good' list.

1. Good people...inside and outside your own company
 - a. Good management and ownership
 - b. Good salesmen
 - c. Good designers and technicians
 - d. Good engineers
 - e. Good pickers, sawyers, production and yard staff
 - f. Good delivery folks
 - g. Good billing and collections
2. Good practices and superb risk management
3. Good Customers
4. Good Suppliers
5. Good Attorney
6. Good Insurance
7. Good luck

This list could go on-and-on...but why? You all know that I am 'preaching to the choir'.

Teamwork is much more than the collection of talented individuals, practices and luck. Teamwork takes good to excellence.

To me, teamwork is:

Strength, unity and collaboration

Equality and equity, knowledge and desire

Empathy, initiative and motivation

Cause, communication and conveyance

Coming together, keeping together, working together and rapport

Individual commitment, trust, group effort, forgiveness and respect

Family, neighborhood, community, company, association, society and civilization

Here again, I could go on-and-on. The point is that without the key elements and concepts of teamwork stated directly above, the key ingredients in the recipe for success (1-7 above) are not all necessarily working as a team and their individual efforts, no matter how determined or passionate, will not result in the desired successes. Teamwork is not a tug-of-war. When personal ambition is placed ahead of organizational objectives, distrust instead of inspiration and individual accomplishment over group effort, the common good...and ultimate goal becomes unfocussed and successes cease. Identifying emerging opportunities is replaced by efforts to build distrust or place blame. Ultimately, the team breaks down because the members are no longer bound by the inspiration and enablement of reaching a higher grander place. Participation flounders due to a lack of group initiative. Apathy replaces empathy, rapport disintegrates and chaos prevails.

Whether it is at a personal level or a much broader public approach, the very best wins are the wins that are for all. Teamwork involves the vetting of any and all ideas, not just ones own. Honest open debate fuels not only clearer understanding, but also gives birth to profound mutual respect. When trust and commitment are multiplied many times over and community and society benefit, there are no losers. This approach works with spouses and children, employees, vendors, associates and customers. It works with code officials and specifiers, component manufacturers and trade associations. The approach is: Communication...good honest, open communication. Where listening is more important than speaking and the team's goals are more important than the individual's goals...good will become great will become excellent. Welcome questions as an opportunity to increase communication and understanding. At the end of the day, everyone will be on the same end of the rope and the pulling will have become ever-so-much easier.